

**In the Claims**

1-17 (Cancelled)

18. (Currently amended) A method of making a modified Gt1 seed-specific promoter responsive to a Reb transcription factor ~~to which it does not respond in its native state~~, comprising

- (i) determining the native response sequence for the Reb transcription factor;
- (ii) providing a heterologous nucleic acid construct comprising a native Gt1 seed-specific promoter which does not respond to said Reb transcription factor; and
- (iii) inserting the response sequence into said native Gt1 seed-specific promoter, resulting in ~~at~~ the modified Gt1 seed-specific promoter, which is effective to bind said Reb transcription factor, wherein the binding of the Reb transcription factor to said response sequence results in an increase in the ~~activity~~ expression of a gene under the control of said Gt1 seed-specific promoter.

19-22 (Cancelled)

23. (New) The method of claim 18, wherein the sequence of said native Gt1 seed-specific promoter is presented as SEQ ID NO: 26.

24. (New) The method of claim 18, wherein the sequence of said Reb transcription factor is presented as SEQ ID NO: 35.